



**Engineering Department**  
engineering@westalliswi.gov  
414.302.8360

August 8, 2020

Dear Citizen,

Thank you for your interest in making our neighborhood streets safer and more pleasant. The City of West Allis Neighborhood Traffic Management Program (included) was designed as a flexible program that can be tailored to meet the special needs of different neighborhoods. It begins with many cost-free initiatives in the Phase One section, and includes descriptions of different assessable options if the Phase One initiatives are not completely effective.

Please look through these materials carefully and discuss them with your neighbors. If you have further questions, feel free to contact me by phone or email.

Sincerely,

Peter C. Daniels  
City Engineer  
7525 West Greenfield Avenue  
West Allis, WI 53214  
(414) 302-8374  
[pdaniels@westalliswi.gov](mailto:pdaniels@westalliswi.gov)



## **CITY OF WEST ALLIS NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM**

### **PURPOSE**

The Neighborhood Traffic Management Program is intended to slow motor vehicle traffic in a particular neighborhood or on a particular street in order to improve the safety and comfort of residents, businesses, pedestrians and bicyclists.

In order to be effective, neighborhood traffic management must include all four E's:

1. Education (neighborhood newsletter, flyers, posters)
2. Enforcement (speed board, strategic enforcement, "step out" programs)
3. Encouragement (yard signs, flyers, newsletter, demonstrations)
4. Engineering (Traffic Calming, vertical or horizontal deflection devices, such as speed humps, traffic circles, narrowing streets, one-way street reconfiguration, curb extensions, etc. **Note, the cost of these projects may involve a special assessment for a defined area of residents to recover 90% of the cost to construct.**)

The City of West Allis's Neighborhood Traffic Management Program has two phases. During **Phase One** we focus on non-construction efforts and changing motorists driving behavior to increase compliance with applicable laws through education, enforcement, encouragement and the use of passive traffic control devices such as pavement markings and signage. These relative low cost Phase One options can be quite effective in many neighborhoods and are described in greater detail below and on the attached Phase One Guidelines sheet. If the Phase One measures prove to be ineffective, we proceed to **Phase Two** where active traffic management techniques (traffic calming measures) such as traffic circles, curb extensions and speed humps are considered.

### **TRAFFIC CALMING POLICY**

As a general policy, the City of West Allis Engineering Department incorporates the needs of all users (bicyclists, pedestrians, public transit, and motorists) when designing a new road or reconstructing an existing one. In the same way we consider adding bike lanes on all road projects, the Engineering Department will consider adding appropriate traffic calming devices during the design phase of all paving projects. Traffic calming measures can also be considered through the Neighborhood Traffic Management Program or in accordance with City Ordinance 115-42.5 Traffic Calming Installations.

Traffic calming measures are typically implemented on residential streets or in business districts where speeding vehicles or cut-through traffic is a problem. We avoid putting traffic calming on streets designated as through highways. However, there are circumstances when certain traffic calming measures, such as curb extensions and median islands, may be appropriate on through highways, collector or arterial streets.



**The following procedure will be used to identify, evaluate and implement a Neighborhood Traffic Management Plan in the City of West Allis.**

1. A citizen or organization requesting neighborhood traffic management improvements will fill out a Neighborhood Traffic Management Plan Request Form available from the City of West Allis Engineering Department and on the City of West Allis web site. This form will be submitted to the Engineering Department and the local alderman will be notified of the request.
2. Upon receipt of a Neighborhood Traffic Management Plan Request Form and preliminary approval from the local alderman, Engineering will define an area directly affected by the traffic issue, known as the ***affected area***, and an area that would be impacted by any proposed traffic management solutions, known as the ***impacted area***.

The size and extent of the impacted area will take into consideration the type of traffic management project being proposed, the type of properties in the vicinity, and the characteristics of the street network surrounding the proposed project site(s). Depending on the circumstances, the area may include:

- All properties abutting the proposed street segment to be modified.
  - All properties on adjacent street(s) with ingress/egress only possible via the modified street segment.
  - All properties on adjacent street(s) that have alternative points of ingress/egress but will be otherwise affected by the modified street segment.
3. The Engineering Department will provide the requestor with a map of the impacted area which indicates the individual properties and a blank petition. To ensure neighborhood or community support, requestors must obtain signatures from at least 50% of property owners within the impacted area to move forward with the request for a neighborhood traffic management planning effort.
  4. After receiving a copy of the signed petition, the Engineering Department will obtain project site data including traffic volumes, speeds and crash history. After the background data has been gathered, Engineering staff will work directly with the local alderman to organize a neighborhood meeting.
  5. At the meeting, Engineering staff will help the neighbors develop a "Proposed Neighborhood Traffic Management Plan". The Plan will include:
    - Evaluation of problems and needs
    - Identified goals and objectives
    - Suggested Phase One non-construction solutions (education, encouragement, enforcement and passive traffic control devices), a work plan for implementation and a plan for post evaluation to determine if the non-construction solutions have been effective.
    - Suggested Phase Two traffic calming measures, including general estimated costs and an assessment plan so people know what it will cost them.



6. Once the plan has been written, the Engineering Department will assist the interested community members in implementing the Phase One non-construction related elements of the Neighborhood Traffic Management Plan. This may include distributing yard signs; coordinating a neighborhood speed watch effort; requesting added enforcement or speed board; writing a flyer/newsletter and distributing it to the neighbors; helping organize other encouragement efforts such as the StreetShare initiative.
7. After a predetermined time period, the Engineering Department will evaluate the effectiveness of the non-construction elements of the Phase One plan. The results of this study will be presented to the local alderman.

**If the Phase One efforts are not satisfactory, Phase Two traffic calming techniques will be considered.**

8. In accordance with City of West Allis Traffic Calming Countermeasure Guidelines, the Engineering Department will consider Phase Two engineering solutions such as bump outs, chokers, traffic circles, chicanes, speed humps, diverters, closings, etc. The Engineering Department will analyze the options and make a recommendation for the appropriate engineering countermeasure, taking into consideration such items as snow removal, street sweeping, and the impacts of ambulances, fire and police when determining these solutions.
9. All cost estimate and special assessments will follow the public hearing process in accordance with City Ordinance 115-42.5 Traffic Calming Installations.
10. Once project funding is approved by the Common Council, the Engineering Department will finalize construction plans and project specifications and solicit bids from contractors to construct the traffic calming devices.



## CITY OF WEST ALLIS REQUEST FOR NEIGHBORHOOD TRAFFIC MANAGEMENT

The Neighborhood Traffic Management Program is intended to slow motor vehicle traffic in a particular neighborhood or on a particular street in order to improve the safety and comfort of residents, businesses, pedestrians and bicyclists. Typically, traffic calming is considered on residential streets, but it may be appropriate for some collector and through highways.

Please read the attached City of West Allis Neighborhood Traffic Management Program. That policy explains the Phase One education, enforcement and encouragement efforts and how to get things such as "slow down" yard signs, a neighborhood traffic calming newsletter and "speed watch" programs. The City will help with those Phase One efforts which should happen before the City considers any Phase Two changes to the roadway.

To request that the City of West Allis consider undertaking a Neighborhood Traffic Management Project, the requester should complete this form and submit it to the Engineering Department; 7525 West Greenfield Avenue; West Allis, WI 53214. You can also fax the form to (414) 302-8366 or email to [engineering@westalliswi.gov](mailto:engineering@westalliswi.gov). The requester will be required to obtain signatures on a petition after this request has been reviewed by the Engineering Department and approved by the district alderpersons. If you have any questions, please call Peter C. Daniels, City Engineer, at (414) 302-8374.

Requester's Name: \_\_\_\_\_

Requester's Address: \_\_\_\_\_

Requester's Phone Number: \_\_\_\_\_

Requester's Email: \_\_\_\_\_

Street(s) where Traffic Calming is being requested: \_\_\_\_\_

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Reason(s) for request (speeding, cut through traffic, difficult to cross street, etc.): \_\_\_\_\_

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